

Message Text

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ACTION NEA-10

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AMEMBASSY JIDDA

UNCLAS TEHRAN 5055

USDOC FOR OIM/MRD AND CAGNE

E.O. 11652: N/A
TAGS: BBSR, IR
SUBJECT: GLOBAL MARKET RESEARCH: MEDICAL EQUIPMENT IRAN:
BID SUMMARY.

REF: USDOC 5628

1. THREE BIDS HAVE BEEN RECEIVED FOR SUBJECT STUDY AS FOLLOWS
(CURRENT EXCHANGE RATE IS RS. 70.0/\$1).

2.IMRO MARKET RESEARCH ORGANIZATION: \$3,570.00 COST.

A. APPROXIMATELY 55 INTERVIEWS (USERS -10; MANUFACTURERS
-10; IMPORTERS -10; SALES REPS -5; GOVERNMENT OFFICIALS -5;
TRADE ASSOCIATION EXECUTIVES -4; TRADE JOURNAL EDITORS -4;
OTHERS -7).

IMRO LISTS APPROXIMATELY 35 STUDIES, MOSTLY IN THE CONSUMER
FIELD ONLY, ONE OF WHICH IS A STUDY ON THE ANTI-BIOTIC MARKET.
IMRO STATES NAMES OF ITS CLIENTS ARE CONFIDENTIAL. STAFF ASSIGNED
TO THE STUDY WOULD BE IN HOUSE (MR. ARBABI, MANAGING DIRECTOR;
MR. DASS, MR. AZMA).

B. MARKETING SERVICES & RESEARCH ASSOCIATES (MSR): \$4,970.00
COST.(SEE PARA 3 BELOW) FORTY-ONE INTERVIEWS (DISTRIBUTERS-15;
HOSPITAL ADMINISTRATORS -10; GOVERNMENT (MINISTRY OF HEALTH)
-6; GOVERNMENT (PLANNING COMMISSIONS)-4; HOSPITAL
PROFILES-2; INTERNATIONAL ORGANIZATION OFFICIALS -4. MSR
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LISTS PREVIOUS RESEARCH IN RELATED FIELDS AS "THE MARKET IN IRAN

FOR SURGICAL INSTRUMENTS", PREPARED MAY 1976 FOR THE JAPANESE EXPORT TRADE ORGANIZATION AND A MARKET SUMMARY FOR THE TEHRAN TRADE CENTER SHOW "MEDEX" SCHEDULED FOR JUNE 1976.

C. MODULAR COMPANY, LTD.: \$5,200.00 COST. FIFTY-THREE INTERVIEWS: (GOVERNMENT-15; HOSPITALS -10; UNIVERSITIES AND DEPENDENT HOSPITALS -6; CLINICS AND CLINICAL LABS -10; MEDICAL RESEARCH CENTER -1; OTHER ENDUSERS -5; IMPORTERS -6). COMPANY LISTS PREVIOUS EXPERIENCE IN RELATED FIELDS AS RESEARCH AND SURVEYS IN ELECTRONIC EQUIPMENT, CLINICAL LABORATORY EQUIPMENT. COMPANY IS NEW TO EMBASSY. SUBJECT STUDY WAS BROUGHT TO ATTENTION OF COMPANY BY ANOTHER FIRM, QC ENGINEERING (WHICH DID NOT SUBMIT BID) AS FIRM HAVING EXPERIENCE IN MEDICAL EQUIPMENT FIELD.

3. DISCUSSION: WE NOTE THAT RESEARCH IS SCHEDULED FOR SEPTEMBER-NOVEMBER PERIOD COINCIDING WITH FIELD WORK PHASE OF THE IRAN COMPREHENSIVE SECTORAL SURVEY. ALL FIRMS SOLICITED TO BID ON STUDIES HAVE LIMITED STAFF AND WOULD BE UNLIKELY TO CARRY OUT ADEQUATELY BOTH STUDIES AT SAME TIME. MSR INTENDS TO BID ON SECTORAL STUDY AS WELL, AND IMRO IS SERIOUSLY CONSIDERING BID. WE ALSO NOTE THAT UNDER TERMS OF MULTIPLE STUDY CONTRACT AWARDED TO MSR FEBRUARY 1976, FOUR STUDIES WERE COMMISSIONED WITH OPTION FOR TWO ADDITIONAL STUDIES AT COST OF \$8,900 FOR BOTH. IF MSR IS SELECTED DOES USDOC INTEND TO PLACE THIS STUDY UNDER EXISTING MULTIPLE-STUDY CONTRACT?

4. RECOMMENDATION: POST SUGGESTS THAT AWARD OF MEDICAL EQUIPMENT STUDY BE DEFERRED UNTIL AFTER ARRIVAL POST EARLY JUNE USDOC OFFICER WHO WILL BE CONTRACTING DIRECTLY FOR IRAN COMPREHENSIVE SECTORAL SURVEY. THIS OFFICER CAN ASSESS BEST METHOD OF ALLOCATING RESEARCH CAPABILITIES TEHRAN AMONG COMPETING REQUIREMENTS. ALTERNATIVELY, USDOC OFFICER MAY DECIDE THAT MEDICAL EQUIPMENT STUDY COULD BE SUBSUMED UNDER SECTOR FOUR "MEDICAL AND HEALTH SERVICES" OF SECTORAL SURVEY AND NOT CONTRACTED OUT AS INDEPENDENT STUDY. IF FOR OPERATIONAL/BUDGETARY REASONS, USDOC MUST CONTRACT SUBJECT STUDY SEPARATELY BY MAY 28, WE SUGGEST THAT CONTRACT BE AWARDED MODULAR COMPANY AS POST BELIEVES MSR WILL BE STRONG AND LOGICAL CONTENDER FOR COMPREHENSIVE SECTORAL SURVEY AND ITS RESOURCES WOULD BE BETTER APPLIED TO THE LARGER STUDY.

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5. NOTE: MSR IS ALSO SUBMITTING BID FOR SUBJECT STUDY IN SAUDI ARABIA(SEE SEPTTEL).

6. BIDS SENT OIM/MRD (1 COPY APO, ONE VIA POUCH).
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